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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/749,545	12/31/2003	Matthew Jay	20178-5	8827
7590	05/17/2004			
Woodard, Emhardt, Moriarty, McNett & Henry LLP Bank One Center/Tower Suite 3700 111 Monument Circle Indianapolis, IN 46204-5137			EXAMINER GREEN, BRIAN	
			ART UNIT 3611	PAPER NUMBER
DATE MAILED: 05/17/2004				

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	10/749,545	JAY, MATTHEW	
	Examiner Brian K. Green	Art Unit 3611	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM
THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on _____.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. _____
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____	5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)
	6) <input type="checkbox"/> Other: _____

DETAILED ACTION

Claim Objections

Claim 1 is objected to because of the following informalities: In claim 1, line 1, "the front side" should apparently be "a front side" since there is no antecedent basis for "the front side". In claim 1, line 3, "A" should be "a" since the letter a should not be capitalized. In claim 1, line 7, "the corresponding thickness" should apparently be "a corresponding thickness" since there is no antecedent basis for the corresponding thickness. In claim 1, line 8, "A" should be "a" since the letter a should not be capitalized. Appropriate correction is required.

The examiner has taken the position that the applicant is positively claiming the lateral restraint and the ski-lift chair in combination with the system since the applicant defines in claim 1, lines 4-6 the following phrases "said body member having a width running generally parallel to the restraint of the ski-lift chair" and "and a length oriented from front to back with respect to the chair".

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claim 1 is rejected under 35 U.S.C. 103(a) as being unpatentable over Gori (U.S. Patent No. 5,301,443) in view of DeMassi (U.S. Patent No. 5,685,095).

Gori shows in figures 1-10 a display device having a body member (9) and a frame member (7). The body member (9) has a length at least two times greater than the thickness. The thickness is based only on the thickness of the body member (9), i.e. the body member (9) has a thickness which is less than half the overall thickness of the entire device (the body member and frame member combined), see figures 6 and 7. Gori shows in figure 10 that the display device is attached to a lateral handle (173). Gori does not disclose attaching the device to the restraint of a ski-lift chair. DeMassi shows in figures 1 and 2 the idea of attaching a display device (30) to a restraint on a ski-lift chair. In view of the teachings of DeMassi it would have been obvious to one in the art to modify Gori by attaching the display device to a lateral restraint of a ski-lift chair since this would allow advertising information to be attached to and removed from a ski-lift chair in an easier and faster manner and would allow the display device to be used on a wider range of articles, i.e. ski-lift chairs.

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Slattebrekk teaches the use of a holder that is attached to a ski-lift chair. Brookbank teaches the use of a holder that includes multiple compartments. Smith teaches the use of a transparent sheet that includes reverse printing thereon. Thomas teaches the use of a holder that includes spaced securing clamps thereon.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Brian K. Green whose telephone number is (703) 308-1011. The examiner can normally be reached on M-F 7am-3:30pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Lesley Morris can be reached on (703) 308-0629. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Brian K. Green
BRIAN K. GREEN
PRIMARY EXAMINER

Bkg
May 10, 2004